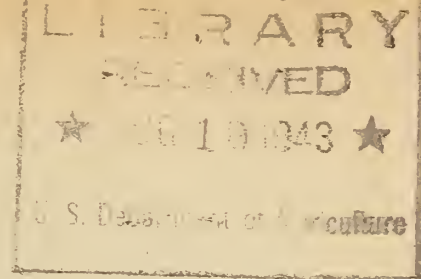


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# USDA BULLETIN BOARD

Broadcast by Ruth Van Deman, Bureau of Human Nutrition and Home Economics, and Wallace L. Kadderly, Radio Service in the Department of Agriculture's portion of the National Farm and Home Hour, Wednesday, August 4, 1943, over stations associated with the Blue Network.

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ANNCR: In Washington, here are:

KADDERLY: Wallace Kadderly and Ruth Van Deman....

VAN DEMAN: With the Department of Agriculture Bulletin Board.

KADDERLY: Columbus, Georgia, is one of the busiest cities in the nation today, getting ready for a big community mass meeting tomorrow. Citizens of Columbus are starting a local crusade to keep their cost of living down -- and to assure everyone a fair share of rationed goods. I'd like to be there, wouldn't you, Ruth?

VAN DEMAN: I certainly would. Not only because they've lined up a grand program but because Columbus citizens are doing something extremely important from a national standpoint. They're going all out to understand the ins and outs of rationing and price control and to make the rationing and price control programs really work.

KADDERLY: In New Orleans, where this type of city-wide campaign was tried first, the average food prices have been reduced 5 percent.

VAN DEMAN: So I understand. And I'd judge that's a reasonable figure. When thousands upon thousands of people who live in the same city pledge themselves to pay no more than top legal prices and to accept no rationed goods without giving up ration stamps...well, when they pledge themselves to that, and then abide by their pledge, price ceilings and rationing just naturally work better.

KADDERLY: Judging from reports coming into Washington, quite a number of cities are planning crusades pretty much like the one in New Orleans and the one starting in Columbus, Georgia.

VAN DEMAN: So many that I think we can say the home front pledge is going to be one of the big parts of the national food program.

KADDERLY: And that pledge again....

VAN DEMAN: "I pay no more than top legal prices. I accept no rationed goods without giving up ration stamps."

KADDERLY: A good pledge to take. Well, so much for the Bulletin Board. Now let's look at the markets.

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*Journal of Management Studies*, 19(1), 67-80.

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